

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT CANADA, INC.

At No. 226-01-7101 225-Q Reg. 551647-Reg.-2, 3/4 x 11 1/4"-4-C-Under Supplement-1986  
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# Players Lights 25's

● First rate  
smokes at a  
\$1.50 less  
a carton?  
You bet. ●



**Super Saver  
Carton**  
Kings & 100's  
Also available in Mexico



Count 'em.  
**200**  
*of the finest*  
for \$1.50 less a carton.

**SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.**

Kings: 10 mg. "tar," 0.8 mg. nicotine av.  
100's: 10 mg. "tar," 0.8 mg. nicotine av.  
av. per cigarette by FTC method.

MSRP suggested pricing based on full price packs.

